



The average U.S. household enrolls in more than 18 customer loyalty programs, but is active in only 8.4. Of the \$48 billion in rewards issued annually, at least one third (\$16 billion) goes unredeemed.

88% of respondents indicated that quality is key in their decision to remain loyal to a brand; 72% identified customer service as a top priority.

# Making the Most

BUY



48% of respondents said that the most critical time for a company to gain their loyalty was when they make their first purchase or begin service.

# of Membership

54% of respondents would consider increasing the amount of business they do with a company for a loyalty reward, and 46 % said they already have increased.



source: [hyken.com/customer-loyalty/customer-loyalty-programs-stats-facts-and-opinions](http://hyken.com/customer-loyalty/customer-loyalty-programs-stats-facts-and-opinions)